



**Dear Zoom Attendees:  
Meeting will begin at 9:30 AM**

**NOON**

The background of the slide is a panoramic view of the Los Angeles skyline. In the foreground on the left, several tall palm trees are silhouetted against the sky. The middle ground is filled with a dense urban landscape, including various residential and commercial buildings. The background features the city's downtown skyline with numerous skyscrapers under a clear, bright sky.

# Executive Committee Meeting

Friday, October 27, 2023

# New Executive Committee Members



**Porsha Cropper**  
Senior Program Officer  
The Eli and Edythe Broad Foundation



**Jim Limbaugh**  
President  
West LA College

NOV 2024

# New Executive Committee Members



**Kathleen Rawson**  
CEO  
Hollywood Partnership



**Carissa Smith**  
Vice President of Government Relations  
Fox



# New Representatives



**Amos Himmelstein**  
Chief Operating Officer  
Occidental College



**Karen Sessions**  
VP/Head of Global Commercial Banking  
Bank of America



**Michael Weintraub**  
Director  
ICG Advisors



# Approval of Minutes

July 27, 2023

NOON



# **CEO REPORT**

**Stephen Cheung**

**President & CEO  
LAEDC & WTCLA**

**NOON**

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## Workforce Development

- The LA 19 Project partners recently secured a \$125,000 grant to extend work until June 2024, with the aim to strengthen the talent pipeline with initiatives like program advisories and hiring events, initially focusing on hospitality.
- Partnership with Lynwood Unified (\$45,000) to engage youth in sustainable career pathways.
- Microsoft-sponsored LAEDC AI Innovation Challenge (\$75,000), will provide AI and cybersecurity training to underserved communities.
- Participation in the America Achieves Education to Employment Intensive program (\$40,000), will shape education and workforce models in the Bioscience industry.
- As of October 4, 2023, Gladeo LA has welcomed 17,535 visitors, with 2,450 users signing up.
- Recently welcomed two new Assistant Program Managers, Jared Lopez and Alicia Nyein



LAEDC at Tech Empowerment Day. In collaboration with Microsoft, Xbox consoles and Surface Pros were raffled to students.

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## Institute for Applied Economics

- Shannon was interviewed on KCAL nightly news to discuss Hollywood strikes.
- In mid-August IAE released a statement on the LAEDC on the impacts of the dual strikes and Shannon met with the LA County DEO to provide them with information and insight on the strikes related to a motion from the LA County Board of Supervisors.
- Shannon was featured on Los Diablos de Los Angeles, a segment of the weekly podcast Checks and Balance produced by the international magazine The Economist.
- The Institute held its quarterly Economic Briefing on September 11th.
- On September 20th, Shannon presented an economic overview at the LAEDC BOG meeting, presented an overview of the PIJ study during an LA City WDB 5 Year Strategic Plan Ad Hoc Committee Meeting held on September 21st, and participated in SCAG's quarterly economic roundtable meeting on September 22nd.
- In collaboration with our BAP team and CMTTC, IAE produced a webinar, Empowering Manufacturers along with 5 one-pagers providing data on manufacturing, including durable and nondurable goods and aerospace and defense and biomedical.



On September 20th, Shannon presented an economic overview at the LAEDC BOG meeting.

## Business Assistance Program

- **Provided direct technical business assistance and in-person consultation to 190 businesses** (7/1/23 - 9/30/23) by helping small and diverse-owned businesses sustain their operations by recommending specific programs or resources.
- In Q1, responded to 6 RFIs or special requests from companies or international consulates looking to establish operations in Los Angeles County.
- The Team continues to support small and microenterprises including but not limited to women-owned, Black-owned, veteran-owned and Latinx-owned businesses.
- **BAP played a pivotal role in 25 programs**, board meetings, task forces, or special meetings as well as participating in small business programs.
- Webinars presented: Learn the Process of Government Contracting with RAMP, and co-branded Empowering Manufacturers webinar presented by IAE and CMT. Programs were developed for restaurants, microbusinesses, small, diverse, women and BIPOC-owned businesses.



BAP team at City of LA Business & Financial Empowerment Summit

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## Community Economic Resilience Fund

- Elected 32 Steering Committee members to lead the more than 400 onboarded stakeholders
- Kevin Harbour of Biz Fed Institute was named the Chair of the Steering Committee
- Andrea Slater of UCLA and Stella Ursua of GRID Alternatives were voted as Vice-Chairs.
- CERF's three research reports went out for bidding through an RFP Process. The recipients of the RFP bids were CVL Economics and Beacon Economics.
- CIV:LAB has offered their Climate Fund I to the CERF Program, making Los Angeles the third city to ever receive such an opportunity.



Greentech Festival, where Jermaine Hampton spoke on the Funding Green Change panel.

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## LA DEAL, Policy, & Special Projects

- LAEDC hosted a roundtable discussion about the manufacturing industry co-hosted with USC's Center for Economic Development, American Manufacturing Communities Collaborative (AMCC), California Forward, and the Los Angeles Cleantech Incubator (LACI).
- The LA DEAL taskforce meetings were relaunched in September 2023 after a summer hiatus, with a new format to highlight guest speakers and presentation.



Manufacturing roundtable

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## World Trade Center Los Angeles

- WTCLA President & CEO, Stephen Cheung, was the MC and co-host with LA City Mayor Karen Bass for the Getty House Inaugural Reception with Ambassador Linda Thomas-Greenfield, U.S. Representative to the United Nations, and the entire LA Consular Corps.
- Met with Consulates of Argentina, the WTC's across North America, the Japan Consulate, the World Affairs Council, the Greater Bay Area (GBA) Initiative of North America, the Consul General of Belgium Sophie Hottat, Discover LA, the Lithuanian President Gitanas Nausėda and delegation, and the Swiss Ambassador to the US, H.E., Jacques Pitteloud and delegation.
- WTCLA did a joint presentation with Dr. Richard Tang for the joint FDI Report to O'Melveny, and later took part of the LMU FDI Capstone Project presentation.
- WTCLA is a key stakeholder in the coming Olympic & Paralympic Games and took part in the LA28 Panel with the Mayor of LA's Office. WTCLA has been meeting with Arup in fulfilling security and transportation needs this quarter.
- Partnered with East West Bank and the LA Chamber in meeting with Lt. Governor Eleni Kounalakis to prepare for the APEC Leaders' Summit
- WTCLA has welcomed Olivia Zhang to the team as the new Program Coordinator.



Reception and informational session for the 2023 APEC - Asia-Pacific Economic Cooperation Leaders' Summit

# Marketing and Communications

- Released the LAEDC 2022-2023 Annual Report, now accessible at [www.laedc.org/annual-report](http://www.laedc.org/annual-report).
- MarComms has actively improved its online presence and outreach strategies, including a robust SEO campaign to boost organic traffic to key web pages such as the Business Assistance Program, Institute for Applied Economics (services page), World Trade Center Los Angeles, Membership, and Workforce Development.
- Supports the Business Assistance Program (BAP) in various contracts, like LOA, BEP, and CMTTC, with a focus on program accessibility and information sharing.
- Devised a comprehensive strategy for our blog and social media platforms, emphasizing our programs, city partnerships, and staff.
- Continues to support events like the Economic Quarterly Briefings, Future Forum, and Eddy Awards, with preparations underway for upcoming grant kick-offs and events.
- Welcomed Celine Villegas as the new Events and Marketing coordinator, who will support event-related marketing and logistics.



The Restaurants Care Resilience Fund is launching a special funding cycle to assist LA County independent restaurants, food trucks, and caterers affected by the Hollywood strikes.

[Register Here](#)

Recipients can use the assistance for equipment and technology upgrades, unforeseen hardship, employee retention bonuses and employee training.



Full eligibility can be found at [www.restaurantscare.org/resilience](http://www.restaurantscare.org/resilience)

**For more information contact:**

Seta Zorabian, Program Manager, LAEDC  
Seta.Zorabian@laedc.org  
(213) 236-4820

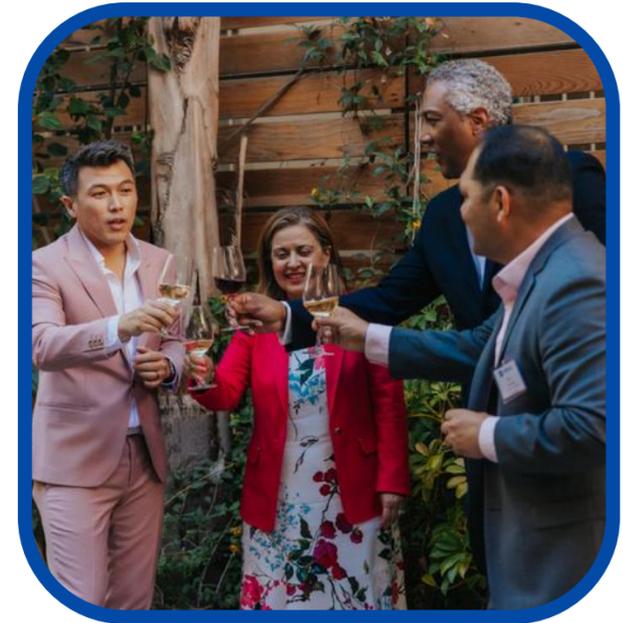


Flyer created for BAP webinar

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## Membership & Events

- LAEDC currently has 193 members including 83 Executive Committee members with an unwavering 93% renewal rate.
- **This quarter we welcomed new members: Los Angeles Valley College, Human I-T, West LA College, The Eli & Edythe Broad Foundation, and Fox Entertainment.**
- Held joint Executive Committee meeting and annual Summer Member Mixer at the Line LA Hotel in Koreatown.
- The Board of Governors meeting in September 2023 was hosted by Univision in honor of Hispanic Heritage month.



Summer member mixer



Board of Governors meeting at Univision



# Industry Cluster Development

**Jermaine Hampton & Mariana Hernandez**





# LAEDC's 5 Pillar Strategy For Economic Development



# Purpose

## Industry Cluster Development

- **Advance connections, programs, and policies to increase business growth and hiring in the region**
- **Enhance productivity and efficiency while promoting innovation, giving the region a competitive advantage**

## Industry Councils

- **Convene regional stakeholders such as industry partners, local government, academia, and workforce development boards to identify challenges, provide key recommendations, and develop equitable solutions**
- **Directly influence the industry economic blueprints**



# Industry Economic Blueprint

**The Economic Blueprint will be a comprehensive plan for industry growth and ecosystem development in the region. It will identify the challenges to growth and prioritize programming and initiatives to address those challenges and/or otherwise grow the industry in the region.**

## **Draft Outline**

- **Stage 1: Inputs**
- **Stage 2: Activities**
- **Stage 3: Outputs**
- **Stage 4: Outcomes**

## **Additional Components:**

- **External Factors**
- **Impact Possibilities**
- **Accountability**

# Regional Report

**This in-depth report will set a baseline and create an inventory of the industry presence and assets in the region. The research will be generated by LAEDC's Institute for Applied Economics. The data generated and gathered from this report will be used to:**

- **Build an Innovation Ecosystem**
- **Invest in Infrastructure**
- **Develop Workforce Education and Training**
- **Attract and Sustain Investment**
- **Enhance Entrepreneurial Support**
- **Regulatory Environment**
- **Support Public-Private Collaborations**
- **Create Market Access & Commercialization**
- **Conduct Outreach and Advocacy**
- **Establish Metrics and Goal Tracking**



# Current Industry Councils

## **Bioscience**

**Next Meeting: November 9, 2023**



## **Digital Media & Entertainment**

**Next Meeting: December 6, 2023**



## **Aerospace & Defense**

**Next Meeting: January 17, 2024**



# **Governance Committee Report**

**Vendor Resolution  
Vendor Contract Approval – Insperity**





# Finance Committee Report

NOON



# Audit Committee Report

NOON

# Discussion and Feedback

- **Ad Hoc Committee Update**
- **Board Orientation Recap**

NOON

# 28<sup>TH</sup> ANNUAL EDDY AWARDS

## SPONSORSHIP OPPORTUNITIES

### ABOUT THE EDDY AWARDS

The Eddy Awards is a cocktail reception, dinner, and awards gala to support fulfillment of the LAEDC's mission of reinventing our economy to collaboratively advance growth and prosperity for all. Join us to celebrate economic reinvention, while we work together to create more equity and inclusion in our diverse communities. We are also pleased to present the Most Business-Friendly City Award live on November 8th.

### ABOUT THE LAEDC

Los Angeles County Economic Development Corporation (LAEDC) was founded in 1981 as a nonprofit, public benefit organization to harness the power of private sector in collaboration with LA County. LAEDC drives action in support of a reimagined Los Angeles regional economy that is growing, equitable, sustainable and resilient, and provides a healthy and high standard of living for all.

### OUR GUESTS

More than 600 of the region's leading business, government, civic, and education leaders attend this annual event. For more information on how you can sponsor the Eddy Awards, please contact Janice Levy at [janice.levy@laedc.org](mailto:janice.levy@laedc.org) or (213) 236-4812.

LAEDC Federal Tax ID#: 95-3643339

**NOVEMBER 8, 2023**

**5:30PM** COCKTAIL RECEPTION & SILENT AUCTION

**7:00PM** DINNER & AWARDS PROGRAM

**LOCATION:** ON THE FIELD AT SOFI STADIUM, INGLEWOOD, CA

**LAEDC**

TO PURCHASE TICKETS, TABLES  
AND SPONSORSHIPS PLEASE VISIT:

[www.laedc.org/eddyawards2023](http://www.laedc.org/eddyawards2023)

## 2023 HONOREES

### COMMUNITY PARTNER HONOREE COMMUNITY COALITION

Community Coalition works to help transform the social and economic conditions in South LA that foster addiction, crime, violence and poverty by building a community institution that involves thousands in creating, influencing and changing public policy.

For the past 30 years, Community Coalition has continued with this groundbreaking approach. We elevate the voices of our members, shift power to the community, and tackle the root causes of poverty, crime and violence. Together we are creating a more prosperous, safer and healthier South L.A.



### CORPORATE HONOREE DELTA AIR LINES

More than 90,000 Delta people lead the way in delivering a world-class customer experience on over 4,000 daily flights to more than 280 destinations on six continents, connecting people to places and to each other.

LAX serves as one of Delta's most important coastal hubs and currently operates over 150 peak-day flights to 52 destinations across the globe, serving 19 of the top 20 markets for Los Angeles customers.

Delta and its 4,000 Los Angeles-based employees are deeply ingrained in the community, supporting more than a dozen nonprofit organizations throughout the state of California. The airline is proud to serve as the inaugural founding partner of the LA28 Olympic and Paralympic Games and the official airline of Team USA. Additionally, Delta is the official airline of The Hollywood Bowl, Pantages Theatre, Crypto.com Arena, the Los Angeles Lakers and the Los Angeles Kings.



### INDIVIDUAL HONOREE

#### ARNOLD SCHWARZENEGGER, 38TH GOVERNOR OF CALIFORNIA



Arnold Schwarzenegger is an Austrian-born bodybuilder, actor, businessman, philanthropist, bestselling author, and politician. He served as the thirty-eighth governor of California and is the founder of After-School All-Stars and the Chairman of the Schwarzenegger Institute at the University of Southern California.

Building on his prior policy initiatives as Governor, Schwarzenegger is dedicated to enhancing early childhood development, after-school programs, career technical education, and environmental leadership, working to address climate change and a green economy.

*Mr. Schwarzenegger will attend the Eddy Awards virtually.*

### INAUGURAL INTERNATIONAL AWARD

#### AMBASSADOR JANE DUKE, CONSUL-GENERAL OF AUSTRALIA IN LOS ANGELES



Ms Duke was appointed Australian Consul-General Los Angeles in August 2020. Ms Duke is an experienced senior career officer with the Department of Foreign Affairs and Trade (DFAT). She was most recently Australia's Ambassador to the Association of Southeast Asian Nations (ASEAN) in Jakarta, Indonesia, and has served overseas as Deputy High Commissioner, Malaysia, and as Counsellor (Immigration) at Australia's Permanent Mission to the United Nations in Geneva. In Canberra, Ms Duke has served as Assistant Secretary, South East Asia Regional Branch, Canada and Latin America Branch, and Northern, Southern and Eastern Europe Branch.

### MOST BUSINESS- FRIENDLY CITY AWARD

LOS ANGELES COUNTY FINALISTS:

CARSON  
GLENDALE  
LONG BEACH

NORWALK  
TORRANCE

# NEXT MEETING

**January 26<sup>th</sup>, 2024**  
**9:00AM - 11:00AM**

***\*Please contact Melissa Kham  
if you'd like to host our next meeting***

NOON



Thank you!

Please join us on the 33<sup>rd</sup> Floor  
to tour the LAEDC Office